# UEF news

ERWOOD ELLIOTT FISHER COMP
UNDERWOOD, ELLIOTT-FISHER SUNDSTRAND - SPEED THE WORLD'S BUSIN

342 MADISON AVENUE

LIP D. WAGONER
PRESIDENT

NEW YORK

December 25th, 1935.

To each Member of the
Underwood Elliott Fisher Organization
Throughout the World.

Once more it is my privilege and pleasure to extend the Season's Greetings to each and every member of our great family. I wish you the Merriest and Happiest Christmas you have ever known.

We have all devoted our best efforts to the progress of our Company, and the more effective equipment of the world of business. I take this opportunity to express to you my grateful acknowledgment of your helpful cooperation and loyal service.

As the Christmas candles burn bright - may they light the way into a New Year that will bring to you the fullest possible measure of well-deserved success.

The goal of a new record of achievement lies before us. Let us all go forward into the new year with courage and determination to make 1936 a year of outstanding accomplishment.

Faithfully yours,

P. D. Wagoner

President.

P.D.Wagoner
g/r

December 1935

# Words
## The Gift of Gifts

THERE is an ancient legend that tells us that when a man first achieved a most notable deed he wished to explain to his tribe what he had done. As soon as he began to speak, however, he was smitten with dumbness, he lacked words and sat down.

Then there arose, according to the story, a masterless man, who had no special virtues, but afflicted—that is the phrase—with the magic of the necessary words. He saw, he told, he described the merits of the notable deed in such a fashion, we are assured, that the words, "became alive and walked up and down in the hearts of all his hearers." Thereupon, the tribe seeing that the words were certainly alive, and fearing lest the man with the words would hand down untrue tales about them, to their children, they took and killed him. But later they saw that *the magic was in the words,* not in the man.

Since that day, words have come down from generation to generation, bringing with them the story of mankind, the history of civilization.

The power of words, as can be seen from the old legend referred to above, has been recognized since the days of pre-written history. Words have been used to incite men to war, to lynching, to arson, to sabotage and every known form of cruelty and destruction. On the other hand, words have been used to lead men into the paths of peace, piety and charity.

Today words are a powerful tool in the distribution of merchandise from the point of manufacture to the point of use. Sometimes they come to us in print, sometimes they come to us through the air or over the wire; but the most effective selling words are those which are delivered face to face.

The greatest gift which a company can give its salesmen, is the gift of words about the product which he is selling: glowing words growing out of well-built products; words which can be spoken honestly, sincerely and without fear of question.

The salesman who uses this gift of words to greatest advantage is the man who stirs the hearts and minds of his hearers; who arouses their desires and moves them to action.

**Moral:** The right words, spoken at the right time and in the right place; will bring you prosperity in the New Year.

"Esop"


# UEF news

VOLUME 3 NUMBER 6

Elmer I. Campbell, *Editor*

*Family magazine of*
*The Underwood Elliott Fisher Company*
*Published monthly at 342 Madison Ave.,*
*New York, N. Y.*


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# FORWARD PASS

## COACH COFFMAN'S TEAM REGAINS FIRST PLACE

*UEF PLAYERS COMPLETE 112 FIRST DOWNS*

## 20 BRANCH MANAGERS SCORE TOUCHDOWNS

*COACH BOLTON CONTINUES TO HEAD JAYVEES*

*Wide World Photo*

WHEN the timekeeper honked his horn to signal the ending of the third period in the gridiron spectacle of the year, the UEF aggregation had the ball in the shadow of the enemy's goal posts and was still going strong.

Strategic playing by the backfield, under the guidance of Coach Coffman, had scored twenty touchdowns; while 112 line players forged ahead for first downs for both the Varsity and Jayvee teams. The latter is still under the guiding genius of Coach Bolton although Coach Buswell is pushing him hard.

Although there were a few minor casualties, most of the scoring players stayed in the game throughout the whole period. Those who were benched temporarily, are now back in the game and making up for lost time.

**Pacific Scores Largest Gains**

Although the ALL-UEF Team has not been finally determined it is generally agreed that Pacific will be well represented when the line-up is announced.

Smashing through every kind of competition, 'Frisco's triple-threat men: Stevens, Sampson, Otto, Bates, Spencer and Deveney continued their consistent plunging accounting for much of Pacific's progress.

In point of manpower the Los Angeles players: Messenger, Hillis, Holloway and Olmstead, provided Pacific's second line defense.

Important yardage gains were also recorded for the Coffman fighting unit by Barton, Franks, Steuer and White of Seattle; Coleman of Butte; Carmen and Petersen of Salt Lake City; Fisher of Boise; Liebes and Sellers of Denver; Dishart of El Paso; Voorheis of San Diego; Eveland and Brynildson of Spokane; and Eckstrom of Sacramento.

**Eastern a Strong Contender**

With Landrus, Francis, Helwig, Diedrich, Stamps, Rogers, Starr and Longstreet, carrying the whole UEF line into new territory, the Washington players scored heavily for Eastern which barely missed retaining its place as the highest scoring unit of the UEF pigskin handlers.

Other important players on Coach Benedict's squad are Ferry, Furfey, Jones and Hilliard of Philadelphia; Middaugh and Clothier of Harrisburg; Holmes, Bowdoin and Harrison of Charlotte; and Benner and Lucas of Baltimore.

**Jayvees Show Skill**

The Jayvee team, made up of outstanding players from the Central, Western, New York and Atlantic (Dog House) Districts, has been using an effective aerial attack, going over the heads of competitive line-sellers on every play.

The Pittsburgh Pounders: Berg, Hollahan, Hamilton, Johnson and Peach have accounted for plenty of gains for the Central Jayvees as have Turner, Modrack and Fair of Detroit; Uth and Hannan of Cleveland; Schaeffer, Adams, Cunningham and McDevitt of Cincinnati; and Pierce and Roberts of Louisville.

There are only a few plays left in this Reward of Merit Check Contest, under the sponsorship of President Wagoner; so if you want to cash a check for $50 or $75 get in there and play football!

# England

# DEDICATES AND CELEBRATES *"Lehn Month"* IN THE BRITISH ISLES

## By W. F. SLEATH, Typewriter Sales Manager, Underwood Elliott Fisher Limited of England

TO commemorate Mr. F. D. Lehn's first solo visit to Europe as Export Manager, and to mark their very high esteem and appreciation of the splendid co-operation of his department since his appointment, the British Organization dedicated their sales for September to him.

Maybe, some of our overseas colleagues will sense a peculiarity about a sales force which can create records to order, or the sales possibilities of a territory which lends itself to such spectacular achievements, but there is nothing mysterious about it.

Between the nations of the World, peculiarities and differences in mental outlook, unfortunately, do very often exist. But salesmen the World over have at least one attribute in common: responsiveness to a special urge. When the "special urge" is linked, as in the case of Fred Lehn, to affection and esteem, enthusiastic ability knows no bounds; so that it is not strange that "Lehn Month" repeated the outstanding successes of previous years, when we were privileged to dedicate similar efforts to our Governing Director, Mr. P. D. Wagoner, and our Vice-President of Sales, Mr. M. S. Eylar.

The monthly objective of this organization is Quota Performance and then to pile up as big an increase in sales as possible over the corresponding month of the previous year. So it is we measure the outstanding success of "Lehn Month." Here is the result in detail:

| | *Percentage of Quota* |
|---|---|
| Typewriters | 113.3% |
| Adding and Accounting Machines | 110.4% |
| Supplies | 82.4% |

| | *Increase over September 1934* |
|---|---|
| Typewriters | 35.4% |
| Adding and Accounting Machines | 16.7% |
| Supplies | 12.3% |
| Total Net Sales Billed | 27.2% |

Practically every branch office shared in the success, by contributing 100% of quota for September—an alleged slump month.

**Branch Managers Attend Business Exhibition**

In order to give the Branch Managers an opportunity of visiting the Business Show which was being held in London, and to attend a short business conference, and perhaps not least important, to celebrate their victory, they were called in to London on Friday, October 4th. The business conference started at 9.30 and went on until 1.30 p.m., during which time a very useful and interesting agenda was dealt with. A visit in the afternoon to the Business Show gave everyone that good feeling that comes from association with something that is so strikingly the best. This year the Underwood Elliott Fisher Stand, in design and artistry, again predominated, and the products were always the centre of interest.

Branch Managers' Dinner, Connaught Rooms, London. Standing, W. Zaehner; F. D. Lehn, guest of honor; E. A. Trefzger, host; and R. C. Hofer.

**Main Entrance to London's annual business show held at White City from October 2 to 12. (*From a photographic story of the Show by Salesman Thorley of London.*)**

The celebration dinner, at the Connaught Rooms, followed at 7 p.m., at which we were privileged to have the company of our "Guest of Honour," Mr. F. D. Lehn; Mr. R. C. Hofer, European Sales Director; and Mr. W. Zaehner, Assistant to Mr. Hofer and Manager, Accounting Machine Division on the Continent.

Chairman Trefzger very ably proposed the toasts of "Our Governing Director" and "Our Sales Chief," and Mr. Lehn was charged to deliver to both the very loyal greetings of the entire British Organization.

**The Guest of Honor Responds to a Toast**

Mr. Lehn, in responding to the toast of "The Visitors," paid a very pretty tribute to his Sales Chief. In opening he remarked that although during his trip he had often missed Mr. Eylar to turn to, perhaps this was the occasion when he missed him most. Be that as it may, he soon proved himself a worthy deputy for one whose talk is always the piéce de résistance of a convivial gathering. We went with him over the Pyrenees—Alps—through the countries and towns of Central Europe—back to Britain; hesitating here and there to become more intimately acquainted with "Ripley-like" experiences which had beset our much travelled guest—quite accidentally too? —but which his staunch henchmen, "Rolf and Willie," (Messrs. Hofer and Zaehner), never failed to confirm.

Mr. R. C. Hofer, European Sales Director, is always a very welcome visitor; his genial personality in and out of business hours, always ensures for him a very warm reception from his British colleagues. We were all delighted to have him celebrate with us, and his remarks in support of Mr. Lehn's response were much appreciated and applauded.

The toasts of "The Branch Managers" and "The Executive" were respectively very ably handled by Adding Machines Sales Manager, Mat. Thorley, and Branch Manager, Don. Campbell, of Cardiff.

The honor of proposing the health of "The Chairman" was given to Manager Wilf. Lansley, Accounting Machines, London Branch, who gave a very clever display of wit and ability to skate around thin ice, without falling in altogether.

**We View the Movies**

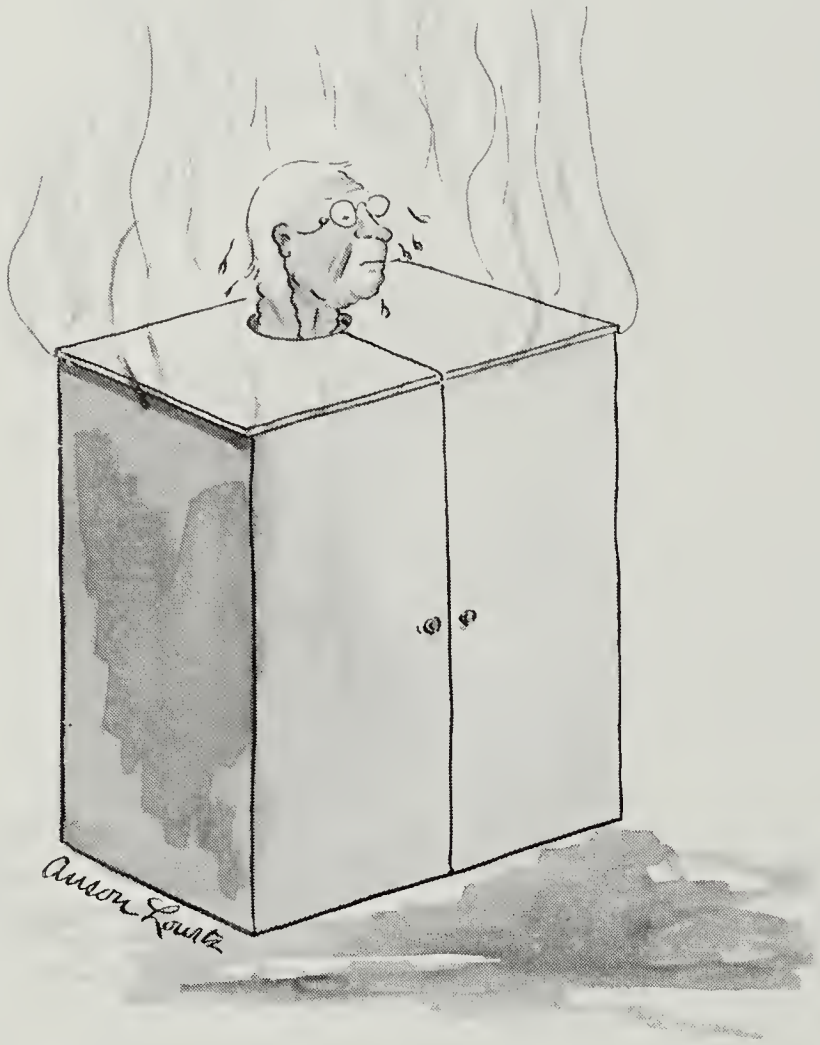
After the dinner we visited the Factories and Summer Sales Camp, via the pictures that Mr. Trefzger had brought back with him. This innovation was voted 100% successful, and was enthusiastically enjoyed by everyone.

Commentators Trefzger and Hofer excelled themselves in their running commentaries; we heard—"There goes so and so; boy! didn't he feel good!"; "There goes the Chief, see him, putting now—just missed it, hard luck!"; "Ah! here comes M. S."; "There's Cliff Snow, Chicago, the fellow whose article appeared in the UEF News, if you have not read it I advise you to do so; if you have, it's worth reading again," (and so say all of us—it is).

Well, fellows of the Summer Camp, we feel somewhat closer to you than we did; we have seen you at work and play. Your habits, according to report, particularly in the late, or perhaps one should say the early, hours, are very much the same as our own, and, believe me, our steps to the station at the end of the week would have been just as jaded as yours! Of course, they were jaded, were they not? But perhaps your slow motion may merely have been camera slow motion—who knows? The main thing, however, is that we are all trying to do the same good "job of work."

So ended a very happy day, celebrating an achievement, the performance of which gave pleasure to every participant.

**The UEF display at London's Business Efficiency Exhibition and, below, John and Henry, UEF pages in attendance at the Show.**



# STATION UEF PROUDLY PRESENTS

# Crazy Canvass

(WITH A BOW TO BURNS AND ALLEN)

Man of Parts.
No. 6 Rebuilt.

*George:* Now lis'sen, Gracie, you're the customer and I'm the salesman. I'm selling Underwoods.

*Gracie:* You mean in the woods.

*George:* I mean Underwoods.

*Gracie:* George, that's silly. How could you sell under the woods. Nobody lives there any more.

*George:* Gracie, I'm selling *typewriters.*

*Gracie:* Oh, why didn't you say so. What are you selling typewriters for?

*George:* Because I get paid to. That's my job.

*Gracie:* I thought you were a radio-crooner. Isn't your real name Bing Crosby?

*George:* Lis'sen, Gracie. All I want you to do is pretend to be a customer while I give a demonstration.

*Gracie:* All right. Go ahead. But don't be surprised if I buy one.

*George:* First of all, madame, I wish to demonstrate Underwood's ease of operation—

*Gracie:* That reminds me, George. Did I tell you about my brother's operation?

*George:* What brother?

*Gracie:* The one that had the operation, silly.

*George:* What was the matter with him?

*Gracie:* He got his feet crossed. So they had to operate on him.

*George:* Your brother got his feet crossed so they had to operate on him and someday you're going to get your teeth crossed and bite your tongue out and I'm going to celebrate by going on a six-months' spree.

*Gracie:* Oh, George! I'll bet you tell that to all your customers. So they gave him ether.

*George:* What!

*Gracie:* Either gas or novocaine. I don't remember which.

*George:* You mean they gave your brother gas to get his feet uncrossed?

*Gracie:* Oh, George, don't be silly. He got his feet crossed while he was driving and instead of putting his foot on the brake he put it on the gas, so his car hit the truck and my brother went through the windshield and broke his collar-bone so they had to operate on him.
(*George starts to type.*)

*Gracie:* What are you writing, George?

*George:* The sly fox quickly jumped over the lazy brown dog.

*Gracie:* And the cow jumped over the moon and little Jack Horner sat on a tuffet and pulled out a plum and gave it to the big, bad wolf.

*George:* Gracie, this isn't a nursery rhyme. It's a sentence containing every letter in the alphabet.

*Gracie:* Oh, George, that's silly. Everyone knows his a b c's without bothering to learn sentences.

*George:* But this is just a practice sentence, Gracie. It's a quick way to practice spelling out words and using all the letters of the alphabet at the same time.

*Gracie:* I know an easier way than that to spell. For instance I want to spell "cat." I just say to myself. "Cat is number seven and two-thirds" so I write c-a-t. And it's all done.

*George:* Cat is number seven and two-thirds?

*Gracie:* Sure. Because three times seven and two-thirds is 29.

*George:* And 29 is three cats!

*Gracie:* Oh, there you go. George. How can three cats be 29 when three cats is 17⅔?

*George:* Never mind three cats, Gracie. Let's go back to one cat.

*Gracie:* Well, I've worked out an easy way of remembering how to spell words. I call it the Alpha-Allen system.

*George:* You call it a *system.*

*Gracie:* You see the third letter of the alphabet is "c". So "c" is number three, "a" is number one, and "t" is number 25. So I add up those three numbers and get 29. Then I divide 29 by 3 because there are three letters in the word cat and I get seven and two-thirds so seven and two-thirds is "cat."

*George:* And three cats have twenty-seven lives and a cross-footer isn't an accounting machine. it's your brother, Joe and—

*Gracie:* Joe isn't the cross-footer, George. You ought to know that by this time. Joe's the cross-eyed one.

*George:* Never mind your brothers, Gracie. What's the number for Napoleon.

*Gracie:* Don't be silly, George. You don't need any number for Napoleon. He's dead.

*George:* And Gracie Allen's got one foot in the grave. And when she gets two feet in she'll be six feet under and I'll be ten times better off than I was before I went half nuts listening to you.

*Gracie:* Oh the joke's on you, Georgie, Porgie. I'm going to be cremated.

*George:* When?

*Gracie:* When I'm three and a half.

*George:* Gracie, how can you be cremated when you're three and a half, when you're 21 already?

*Gracie:* There you go, George. You haven't learned your Alpha-Allen system. If you did you'd know that three and a half spells "dead" because "d" is number four and "e" is number five and "a" is number one and——

*George (muttering to himself):* Some how, some where, there must be someone who can do something to stop this silly chatter that goes on for days and days and days.

# Cops and Robbers

ANYONE who thinks that ours is a prosaic business, that it lacks excitement, had better talk with T. M. Fisher, Jr., salesman of the Boise branch.

Mr. Fisher will tell him that one morning he was called upon to wait on a "drop in" customer. It turned out, however, that the customer had something to sell — a typewriter. Moreover, Mr. Fisher will tell you, the man aroused his suspicions and so Mr. Fisher, after explaining that he couldn't buy the machine, asked the man where it was located. When he was told that it was in an automobile across the street, Fisher asked the man, who said his name was Gregory, to bring it into the office for inspection.

Mr. Fisher was amazed, and more suspicious than ever, to discover that the typewriter was an almost new Special with a blanked keyboard. When he inquired about the blanked keyboard, Mr. Gregory explained that his wife's parents had given her the typewriter a few months ago when she was attending a business college in Spokane.

After considerable dickering, Mr. Gregory agreed to sell the typewriter to Mr. Fisher for $30.00. The latter explained that he could not buy the machine himself but that he had a customer in mind, if Gregory would leave the machine at the office until noon, to give Mr. Fisher a chance to get in touch with the prospective buyer. Gregory agreed and left the office.

As soon as Gregory had departed, Fisher wired our Spokane branch to learn if the machine had been sold by them. He also called the Boise Police department, narrated the incident and asked that a plainclothes man be sent over to pose as the customer.

Before noon a wire from Spokane revealed that the machine had been stolen from the high school at Southeastern, Washington. (*Continued on page* 16)

KEYS FOR TWO: Arthur Schwartz at the piano and Howard Dietz at the Underwood. These exponents of the tuneful art are presently represented on Broadway by *At Home Abroad.* Mr. Schwartz's music for this show is unusually good and Mr. Dietz's lyrics sparkle with gayety, as indeed they should, when typed on the willing keys of an Underwood.

*Photo by Alfredo Valente*
*Courtesy of STAGE*

LIVERPOOL

VIENNA

BARCELONA

# News Views *from* FOREIGN BRANCHES

*(Descriptions on opposite page)*

KARACHI

# Canadian Comment

H. C. Russell, director of Underwood Elliott Fisher Ltd. of Canada and manager of the Hamilton branch, recently celebrated his thirty-fourth anniversary as an "Underwood" man.

Associating himself in 1901 with J. J. Seitz, founder of the UEF organization in Canada, Mr. Russell has witnessed and played his own important part in the growth of the typewriter industry in that country.

Mr. Russell's long association with the business life of Hamilton was recognized publicly in the Hamilton newspapers and, privately, by a dinner party at the Glendale Country Club.

The bridge score-card which was furnished Mr. Russell by his dinner hostess contained the following verse:

*Silent action and cushioned keys*
*Fill the typist's life with ease.*
*The typist's action and dimpled knees*
*Fill Harry's veins with anti-freeze!*

H. C. Russell

Mr. Russell, in addition to being a hard and loyal worker, knows how to inspire his subordinates. Associated with him at the Hamilton office are D. M. Manson, special representative; J. Laflin and O. Park, all well known in Hamilton circles, who have been with Mr. Russell since 1908, 1916 and 1917 respectively.

**LIVERPOOL.** A scene from "The Younger Generation," produced at the Playhouse Theatre, with Miss Jane Baxter, well-known legitimate stage and screen actress, playing the part of a typist. According to J. F. Chivers, branch manager, there were passages in the play in which Miss Baxter typed while other characters were talking. From the Stalls (orchestra seats, to you) the machines could scarcely be heard. A tribute to the quietness of the Underwood Noiseless.

**KARACHI.** In India, Framji Merwanji & Co., sales agents under Wilson, Latham & Co., of Bombay, sell Underwoods by "camel" loads. It seems a far cry from Hartford, Connecticut, to Karachi, India; but one man tells another and thus Underwood Elliott Fisher "speeds the world's business."

**VIENNA.** From our good friend Dr. Habicht comes this picture of the UEF booth at the Vienna Autumn Fair. Visitors to the stand were particularly interested in the new Sundstrand accounting machine which was referred to in the Vienna newspapers as a "Buchungs-Roboter" or Book-keeping-Laborer. Sample ledger cards, with a few entries shown on them, were distributed to prospects evincing an interest in the new Sundstrand. As a special incentive, premiums were offered to salesmen in attendance for every name they secured. They will receive the premium, in addition to the regular commission, when the prospect is sold.

**BARCELONA.** We are indebted to Mr. E. Truniger, associate editor in Barcelona, for this picture of the Underwood Cup, which Mr. Truniger of Cia Mecanografica Guillermo Truniger S.A., had made for use in typing contests in Barcelona.

## Sundstrand Scores Again

By J. Gibson,
Winnipeg Branch Manager

A STRIKING illustration of the importance of accuracy occurred recently in a Canadian university, when an error in mental addition nearly cost the award of a much-coveted scholarship to the rightful winner.

When the results of final examinations were being tabulated, one of the professors, disdained to use a mechanical device for so simple a task. When the awards were finally announced, he was greatly surprised to find the name he had placed at the top of the list no longer there, and honors bestowed upon a girl who was not considered in the running.

He discovered later, much to his chagrin, that the Registrar, knowing the weakness of the human mind, had rechecked all tabulations on a Sundstrand, and, in so doing, had uncovered an error which doubtless changed the entire course of this young lady's life.

## London Letter

From a recent issue of *Tic-Tac*, a publication of the London office, we reprint the following testimonial

"I feel I should like to tell you what I owe to your typewriters.

"Twenty-one years ago I learnt shorthand and typewriting; I took a post where I stayed thirteen years, and my work was always appreciated and I always used one of your machines.

"Changes came to the firm, and I took another post where I stayed eight years; I am now resigning this post to get married—so for twenty-one years *every* day, and all day, I used one of your machines, I feel now I am losing a dear friend.

"I wish every client of yours the same happy career that I have had, and I am sure they will meet with success if they stick to 'Underwood.'

"Yours sincerely,

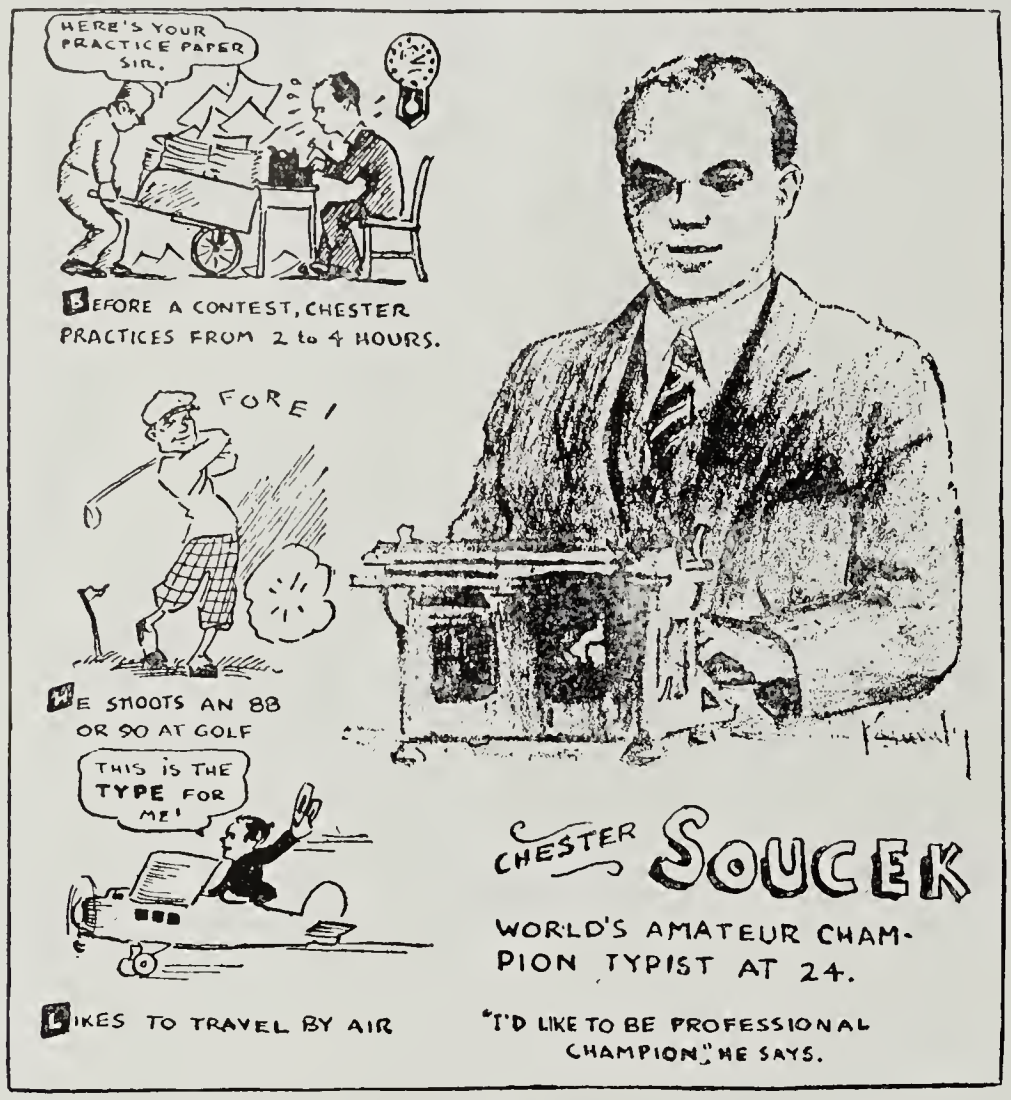
Evelyn Clare."

### Service Note

Here's one for Ripley—the other day a customer brought in his Underwood Portable and complained that the cylinder was badly scored by some obstruction. On removing the cylinder, our service man found the cause of the trouble to be a baby's tooth—believe it or not!

Pictured above is a well-known Underwood warrior, who, in private life answers to the name: J. J. Seitz. About three decades ago Mr. Seitz received this strange sobriquet when, emulating the example of the Northwest Mounties, he traveled to and fro across Canada, "getting his man" in a game of science and skill known as "General Bum." For further details we can only refer you to those who have played this old army game with Mr. Seitz or one of his army of lieutenants.

# He's Rhythm Expert




## Chester Soucek, Typing Champ, Dashes Off 245 Words a Minute in Test

"Something like a machine gun, or a sewing machine, but more like the whirr of an airplane propeller. That's the way Chester Soucek's typewriter sounds when he settles down and starts tossing off words at the rate of 245 a minute."

SO started a story in the Springfield (Mo.) *Leader and Press*, which was illustrated with this cartoon by Kennedy.

Chester, who has been "wowing 'em" in the middle west with demonstrations of speed typing on the Underwood before school, social and business groups, has received much excellent newspaper publicity wherever he has gone.

In Kansas City he was introduced to the Optimist Club by D. E. Conklin, branch manager. During a demonstration for one minute, Clyde Morris, vice president of the Central Business College, asked him a few questions while writing at a speed of 137 words a minute. Chester made one error in this demonstration, declaring that he got embarrassed when Mr. Morris pulled a query about blondes and brunettes.

# Additions and Transfers

Gerald Kelly, Hartford service department, has been transferred to the General Service department in New York.

•

Frank Brasky, Noiseless mechanic at the Hartford factory, has been transferred to the service department of the Hartford branch office.

•

Ralph Bagdasarian, John Laxton and Stanley Crocker, recent additions to the adding machine sales force in Boston, each completed a sale in his first week in the field.

J. F. Daly has been added to the adding machine sales force at Niagara Falls.

•

B. O. Barto is a new member of the accounting machine division sales force at Erie, Pennsylvania. Mr. Barto was formerly manager for Felt & Tarrant.

•

Richard Salomon is a new member of the adding machine sales staff at Buffalo.

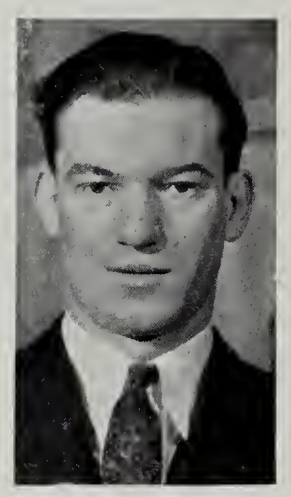
•

S. J. Lindauer has been added to the service department roster at Louisville.

H. A. Rees has been added to the accounting machine sales force at Omaha.

•

E. A. Heberg, accounting machine salesman, Chicago, since October, 1929, has been promoted to the position of assistant to Branch Manager Snow in charge of the Accounting Machine Division, succeeding E. I. Tafel who was transferred to New York.


E. A. Heberg

Ned, or "Hebe," as he was known to his fellow-campers at Montauk, was well on his way to All-Stardom in 1935, with 107% of quota to date, at the time of relinquishing his territory.

Mr. Heberg is an exceptionally able individual, constantly on the job from early morning until late at night. He has earned a well-deserved promotion and will doubtless continue his upward climb.

•

S. M. Spears, new to the Louisville office, promises to spear orders for the adding machine division.

•

R. C. Rogers has been added to the accounting and adding machine sales personnel in Atlanta.

•

E. A. Hundley has been appointed manager of our sub-branch at Montgomery, Ala.

•

Raymond Brekweg has joined the UEF family as junior salesman at our Sioux Falls sub-branch office.

•

Larry Helquist is back in the fold—the fold being the accounting machine sales organization of the New York branch.

•

H. M. Veazey is the latest addition to Atlanta's accounting machine sales organization.

## Family News

We hear that T. J. Swab, serviceman, of Davenport, Iowa, was married on November 9, to Miss Clara Lofgren at Centerville.

•

. . . and that R. F. Harvey, Louisville, who has been laid up for several months convalescing from two serious operations, is up and about again.

•

. . . not forgetting Arthur L. Grannum, New York accounting machine salesman, who is also back after a be-

Here's Ted Sloat, branch manager at Denver, with a couple of deer he shot last year. The big fellow is a Mule deer weighing some 300 lbs. The small one is the White Tail, a smaller variety, which is also found in the Rocky Mountains.

lated six weeks' honeymoon spent at his home in the Barbados. Our correspondent, the recently-appointed A. W. Beecher, does not mention Mrs. Grannum, but we presume that it would not have been a honeymoon unless she went along with Mr. G.

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We regret to report the passing of C. F. Sennewald, father of F. S. Sennewald, of our service department in Charlotte.

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S. T. Smith, formerly of Boston and now branch manager at Hartford, is comfortably settled in his new home at 73 Newport Avenue, West Hartford.

•

. . . it's no longer a secret! Edith Baker, clerk at the Buffalo office, now admits that she went off the deep end "for better or worse," last January. Our local editor fails to name the lucky man. Suffice it that Edith isn't Miss Baker anymore.

•

. . . "man hits dog"—that's not news—but the story goes that Jack Tench, our associate editor at Buffalo, and mainstay of Merton Thayer's bowling team, broke his right hand while exchanging blows with his girl friend's prize English Bull. To date the service department's bowlers, under the inspiring influence of "Knock'em Over" Bill Walters, have the edge on the sales department team. By way of dismissing Jack Tench's broken hand, our anonymous reporter writes: "After all, he never could bowl, regardless. So what?"

Martin J. Duffy, with twelve years' experience in the accounting departments of two major New York department stores, where he had ample opportunity to learn the merits of Elliott-Fisher machines for department store accounting, has signed on as a salesman in the New York accounting machine division. Mr. Duffy is so thoroughly sold on what the Elliott-Fisher has to offer from the angle of money-saving operation, that he has decided to sell the idea to other accountants who have not yet seen the light.

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Ted Sloat and Clint Sellers, Nimrods of the Denver office, each got a nice buck during deer season. Mr. Sloat came home with a 19-point buck, thereby missing by four points, the $100 prize for the largest buck killed in Colorado.

•

Welcome to A. B. Berggren, new to the accounting machine sales aggregation in aforementioned Denver.

•

Kenneth Wheeler, formerly of the ill-fated "Morro Castle," has decided that he prefers dry land. In the future his efforts will be in behalf of adding machine sales in Detroit.

. . . and here's a welcome to Paul L. Griffin who joins the adding machine sales force at the behest of Denver's Branch Manager Sloat.

# Boston Briefs

## By H. W. Wennik, Assistant to Branch Manager

OCTOBER was a big month for the adding machine division, especially for sales of the 8142P13 which has always been a prime favorite with this office and which, since the advent of a new price, has aroused the enthusiasm of all.

During a Saturday morning sales meeting a messenger interrupted to announce that a gentleman from Cambridge wished to see an adding machine. Cambridge is Kenneth Clapp's territory and so he went out to see the visitor who turned out to be a wealthy man interested in a machine for keeping his personal financial records. Ken immediately demonstrated the 8142P13 and was excused from the meeting long enough to make immediate delivery and collect a check for the full amount!

•

Salesmen of the adding machine division have become liquor-conscious in a noticeable way. Not in a drinking way, you understand, but in a selling way. For instance, Salesman Max Shlifer, having sold an 8142P13 to one wholesale liquor

The Pullman Company has outdone itself this time, with a new type compartment equipped with a fold-away table, retractable arm-rest, and scientifically placed lights to make typing en route a pleasure. Needless to say the Pullman Company, which thinks of everything, thought of having an Underwood Noiseless Portable in use in this picture which will be used in national advertising.

San Francisco: Branch Manager Young, Customer de Rothschild, Salesman Hickerson.

dealer for statement work, went to work on another liquor dealer one afternoon about 2:30. At 3:00 o'clock the prospect became a suspect and at 3:30 the suspect became a customer for a $425.00 installation for weekly statements, accounts payable and accounts receivable.

•

Other sales of 8142P13's to still other liquor dealers have been made recently by John Sherman and Kenneth Corson.

•

Mr. Sherman also sold an 8142P13 to a girls' private academy for instruction purposes in the fundamentals and basic principles of mechanical bookkeeping. He was asked to address the teachers and student body and did so. John has a certain Adolph Menjou influence which serves him in good stead on such occasions. On this particular day it resulted in the sales of an 8120 and the likelihood of the sale of an additional 8142P13.

•

Another interesting sale was that made by John Hansen: an 8142P13 to a finance firm for recording payments, etc. Interesting because of the unusual forms involved in the application.

## Portland Pointers

### By H. K. Ehrsam, Branch Manager

JUST a line to let you know that D. L. Short sold an SA14 new model Underwood Accounting machine to the State Industrial Accident Commission at Salem, Oregon, by use of words alone. (Editor's note: See editorial!) This was unusual because he had no machine, no picture, *no price!* Confidence in our Company and Short's enthusiasm secured the order.

## Frisco Foibles

### By Selma Stein, Associate Editor

IT is not very often that we have the pleasure of selling our products to the nobility in person. But such an experience fell to the lot of C. F. Hickerson, typewriter salesman here who sold to Baron Henri de Rothschild, four Model 77 Noiseless Portables. Pictured in the accompanying photograph are Branch Manager Young, the Baron and Salesman Hickerson.

•

R. E. Stevens of this office sells Underwood Specials by the truckload as witness the accompanying photograph showing him, with Mr. O. W. Davenport, treasurer of Armstrong College, Berkeley, California. Stevens delivered 147 new machines to replace the college's old Underwoods and ten competitive machines which they had decided not to renew. Armstrong College, of which J. Evan Armstrong is president, now has 168 typewriters of which 147 are Underwoods.

•

The San Francisco *Chronicle* ran a Football Results Contest for its readers and turned over the job of auditing the replies to Racine's Western Institute, the university of business training schools, whose staff checked and tabulated all entries on Elliott-Fisher accounting machines. As part of its promotional campaign the *Chronicle* published pictures of Miss Clare Nimsic, of Racine, shown operating an Elliott-Fisher.

## Denver Dope

### By T. L. Sloat, Branch Manager

TAKING a leaf from the UEF NEWS, the Denver branch sales force has been divided into two teams which are now in the middle of a hot football game. Every player put up $2.00 which will provide a return of $4.00 for each member of the winning team, $20.00 for high man on the winning team and $5.00 for high man on the losing team. Score at the end of the first half 25-13.

•

Denver is going over 100% of combined quota for the year. With only 2% to go at time of writing, it looks like a cinch.

## Washington Wood

### By F. L. Benedict, Eastern District Manager

IN the midst of the glorious and beautiful city of spreading elms is an old-fashioned wood yard, located on Constitution Avenue in Washington, halfway between the Capitol and the White House.

It gives relief to several hundred men each week in exchange for their services in chopping and sawing wood.

Berkeley: Armstrong College and, in the foreground, Treasurer Davenport of the College and Salesman Stevens; not to mention a truckload of Underwood typewriters.

One of our good typewriter salesmen in Washington "sawed wood" too, and sold this wood yard eight Underwood Specials for the administrative end of this work. Some wood yard!

***(Correspondent Benedict seems to have forgotten that a good reporter tells "Who." In this case, who was the salesman who sold Underwoods in the wood yard?—Editor.)***

# Akron Antics

## By G. R. Windsor, Branch Manager

PICTURED here are some members of the Akron branch staff with a few of their customers in the Tap Room of the Renner Brewing Company where we gathered to celebrate the presence in Akron of Frank L. Lloyd, sales manager, supply division.

In the front row, reading in the time-honored left to right manner, are Henry Peters, *Canton sub;* L. Cope, *Firestone Tire & Rubber Co.;* Harvey Warburton; Glen Nelson; Harry Guht, *the Hoover Co.;* Casey Jones; L. Woodward, *Goodyear Tire & Rubber Co.;* A. H. Githens, *Canton sub;* Julius Mihalik; Henry Donathan and Jimmie Bower.

Second row, Bert Heintzleman; Jack Goldie, *General Tire & Rubber Co.;* F. L. Lloyd; George Tartara, *B. F. Goodrich Co.;* G. R. Windsor; Ralph Shaffer, *Goodyear Tire & Rubber Co.;* Tom Joyce, Ed Smith, Bob Anderson and C. E. Homer.

Back row: Aaron Sheffler, George Gear, both of the *General Tire & Rubber Co.,* Carl Zagary; John Anderson, *Canton sub;* R. T. Boulware, *Mansfield;* L. J. Lemley; Jules Meyer; J. Curry, *B. F. Goodrich Co.* Those not otherwise identified are connected with the Akron branch.

This picture was taken at the close of a busy day and at the beginning of a busy evening. The busy-ness of the day was occasioned by Mr. Lloyd's individual conferences with branch salesmen which started at 9:00 a.m. and continued without interruption, save for a twenty-minute lunch period, until 5:45 p.m.

After dinner at the Akron Hotel we steered Mr. Lloyd around to Renner's Tap Room, there to meet some of our good customers and to show them and our own men, the movies of the Montauk Sales Camp.

Salesmen and guests alike were impressed with the setting of our sales camp and with the thoroughness of the manufacture and inspection of our products as shown in the sales camp movies.

Singing, a piano recital and some so-called accordion music followed the movies and were interrupted only by the experienced Caretaker who served a buffet supper about 11:00 p.m., knowing that food would temporarily stop the harmonizing.

But the uninterrupted flow of beer soon loosened up the vocal cords again and we sang our way well into the night.

Akron: A bunch of the boys whooping it up in honor of Frank L. Lloyd.

**Hollywood: Eddie Cantor, looking like a tailor, seems to be getting pop-eyed as he tries to repair his Underwood in this scene from "Strike Me Pink," his latest comedy.**

*Courtesy of United Artists*

# Detroit Doings

## By E. A. Glassford, Associate Editor

L. T. Turner, who sold his way into the All Star Salesmen's Club in time to rate a bid to the Sales Camp last June, has just made an interesting sale of two Class D Sundstrand accounting machines to the Cadillac Motor Car Co.

The machines are used on sales distribution which involves the carrying of a grand control, a number of ledger controls, supported by subsidiary controls, and they in turn, by detail ledger sheets.

The competition which Salesman Turner put to rout was a multiple-key machine. The deciding factor was the extreme simplicity, flexibility and speed of the Underwood Sundstrand.

This is the first sale of Class D machines by this office and is particularly noteworthy for the reason that competition used every plan and contrivance at their command to keep Turner from securing this business. The use of the eight-register machine was necessary for the reason that it was imperative that debits and credits be posted at the same run. This new model Sundstrand has opened a new field for us which should result in a considerable increase in our sales of Underwood Sundstrand equipment.

•

On November 22nd the Chrysler Institute of Engineering put on an exhibition of expert typing and shorthand writing by real champions, for the benefit of the students of the Institute and other employees.

"Guest Stars" were Miss Estelle M. Mason and Miss Florence Fletcher, Court Reporters; and George Hoss-

FIELD, eight times world's typing champion.

After an amazing demonstration of speed shorthand writing by students of the Institute and the Misses Mason and Fletcher, who are Gregg Diamond Medalists, Mr. HOSSFIELD put on a demonstration that lasted almost an hour and which thrilled the students, teachers and company officials.

The meeting, under the supervision of Messrs. McDuff and Cook of the Engineering and teaching staffs, was concluded with an inspiring talk by Dean Caton of the Engineering School who told his listeners many interesting things about the work of the Chrysler Institute of Engineering. We learned that the Institute has an enrollment of 1045 students, all employees of the Chrysler Corporation; that there is a faculty of ninety-five, composed entirely of Chrysler employees; that undergraduate and graduate courses are given; that there is a waiting list of 1484; and that, being chartered by the State of Michigan, the Institute grants degrees in the several branches of engineering which are recognized by the leading schools and universities of the country.

•

C. Y. GRAYSON's visit was a welcome one, after an absence of several years. Charlie's knowledge of the Noiseless and its sales problems is an inspiration to all.

•

F. L. LLOYD's individual interviews with members of the sales staff had a telling effect. You may look to Detroit for more Supply sales, Mr. Lloyd.

•

This month the Detroit Tigers and the Detroit Lions are battling it out under captaincies of Salesmen TURNER and FAIR, respectively. Both the captains qualified for President WAGONER's Reward of Merit checks in October and November. Extra points in our local contest are being allowed for supplies sales, which we hope will bring a pleasant surprise to Sales Manager Lloyd.


THE LARGEST CONTRACT EVER GIVEN FOR TYPEWRITERS

250

UNDERWOOD TYPEWRITERS

The U. S. Government Buys 250 Machines.

Secretary Long, Navy Department, Washington, Accepted the Report of Special Board appointed to investigate Typewriters and Awarded and Signed Contract for use of "Underwood" Typewriters exclusively.

Handsome Illustrated Catalogue mailed on request.

WAGNER TYPEWRITER CO., 218-220 Broadway, New York

Above is an advertisement which appeared in *Scribner's* magazine in June, 1900.

For more than thirty-five years, the U. S. Navy Department, like thousands of other customers, has been using Underwood typewriters in large quantities.


# Houston Happenings

## By O. H. Cook, Associate Editor

WHILE attending the convention of the National Foreign Trade Council here, M. S. EYLAR, our always-welcome vice-president, took occasion to spend as much time as possible at the Houston branch where he held informal meetings with many members of the local office staff.

Mr. EYLAR spent his last evening in Houston as guest of honor at a dinner at the Rice Hotel, which was attended by our salesmen, sales agents and sub-branch managers.

Following the dinner, the movies of the Sales Camp at Montauk were shown with comments by Mr. EYLAR, who, at the close of the picture, gave a good old-fashioned sales talk on selling the complete line. It was with deep regret that we said good bye to Mr. EYLAR but he left us with a new determination to increase our representation in the All-Star Salesmen's Club.

**Mr. Crewdson "Comes Home"**

Hardly had we said good bye to Mr. EYLAR when H. J. CREWDSON, sales manager, typewriter division, appeared on the scene.

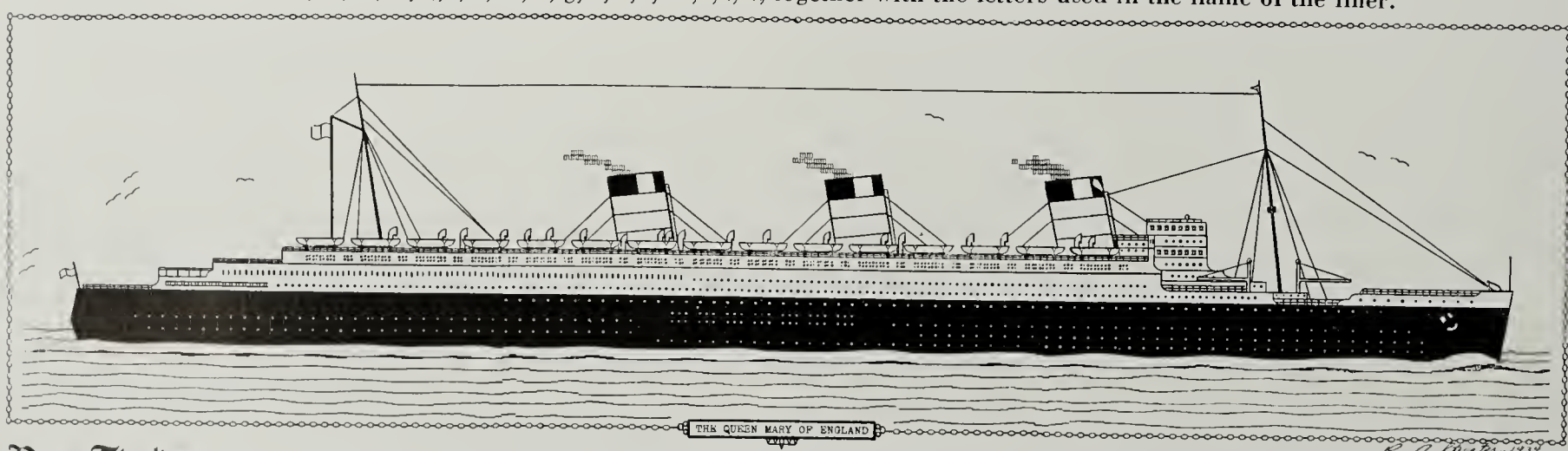
Much to the delight of all, a dinner was held on Thanksgiving Eve in honor of Mr. CREWDSON's visit.

In view of the fact that he was branch manager here for many years, Houston is "home" to Mr. CREWDSON and we spent a delightful evening listening to his recital of his early experiences with the company, including the fact that it took him three weeks to make his first sale.

Particularly, Mr. CREWDSON went into much detail about the mechanical progress which has been made in the manufacture of the Underwood typewriter. We agree with him that in the Underwood Special we have a machine to be thankful for.

Mr. CREWDSON also took occasion to stress the able leadership which the company has enjoyed under President WAGONER and to predict that we are now entering on a new period of prosperity where those who have made the best of their opportunities may reap rich rewards in actual dollars and cents. Mr. CREWDSON's visit was a enjoyable one for us. We hope he will come home early and often.

A remarkable example of artistic typing done on an Underwood by Roy A. Streeter of the Chrysler Corporation. In reproduction some of the black areas appear to be solid; but on the original it can be seen that they were made by the use of closely-spaced dashes. Mr. Streeter used the following characters in this Type-O-Graph: O, U, V, Y, (,), v, m, o, g, c, ", ', —, -, ., :, together with the letters used in the name of the liner.



# Richmond Re-Learns

### By F. L. Benedict, Eastern District Manager

ACTING on the generally accepted pedagogical thesis that it is easier to re-learn than it is to recall, an excellent sales meeting was held on the roof of the Ruegers Hotel, in Richmond, Branch Manager Knowles presiding.

The Richmond boys are earnest students of their Sales Manuals and with the help of your faithful correspondent and Messrs. Wendt, Glasgow, Goshorn and Anderson they re-learned much that they had forgotten about our products.

Mr. Wendt's argument as to why more supplies should be sold was splendid and Mr. Glasgow's educational talk on the sale of the Portable line was masterly.

A 99.44% perfect Standard typewriter demonstration was given by Mr. Goshorn, of Norfolk; while the adding machine division was ably represented by Mr. Anderson.

Pictured above are the following salesmen (from Richmond unless otherwise noted): R. L. Anderson, *Norfolk;* W. J. Williams; W. R. Atkins, *Norfolk;* W. B. Smethie; H. O. Goshorn, *Norfolk;* I. C. Knowles, *branch manager;* R. C. White, *Norfolk;* O. R. Humphries, *White Stone;* F. L. Benedict, *Eastern District Manager;* W. A. Campbell, *Roanoke;* F. M. Christian; L. J. Scussell, *Danville;* R. T. Hess, *assistant branch manager;* W. A. Toms; J. F. Schad, *Staunton;* J. T. Taliaferro, *Lynchburg;* G. D. Woods, *Bluefield, W. Va.*

Richmond: Branch Manager Knowles rang the school bell and the salesmen flocked in.

# New York Notes

### By A. W. Beecher, Associate Editor

GEORGE H. WERNER's sale of a Class D Sundstrand to the Schwarzenbach-Huber Co., is this branch's most interesting sale of the month because it consisted of keeping records of finished and raw material stock, showing stock and volume of same received To-Day and To Date for the month, inventory of stock on hand and carrying seven balances.

Other necessary records were: sales to date, selling price, sales to date this month, selling price to date this month; sales by salesmen and by departments; and sales by discounts.

Salesman Werner's approach to this customer was based on the fact that the Sundstrand would do the job more efficiently and more economically than it was being done on a competitive rented machine and that it would give a permanent *written* record of the customer's operations, Totalled to Date.

It took six months to overcome all competition and complete this sale but the customer is well satisfied because it has cut its cost of operation almost in half; keeps records more compactly; and with greater ease of reference.

## Sundstrand Sale

### By Associate Editor Peters

R. H. Johnston, sales supervisor, has no qualms about rushing into the enemy's camp. In fact, he placed an Underwood Sundstrand on trial in the office of a publisher who is located on the same floor in the same building with a competitive maker. One of the competitor's machines was on trial when Johnston placed the Sundstrand.

After Mr. Johnston's demonstration of Three-Point Control, the competitive machine was removed and when the trial period was over, Johnston called hoping to secure the order but was told that the man with authority to sign was in conference and that they would telephone Johnston when they were ready to act.

A few days later the executive's secretary called Mr. Johnston and told him to send a bill for the Sundstrand. When he informed the girl that he had not yet quoted a price on the machine, she asked what it was and after a moment's consultation with her boss, told him the price, like the machine, was okay. And all this within fifty feet of the enemy's camp! Don't let mere physical proximity fool you into thinking that your competitor has any lien on his neighbors.

New York: A "shot" at the National Business Show by Bill Beecher, son of Associate Editor Beecher.

## *THE ETERNAL BATTLE*

The salesmanager walked to the credit
man's desk,
Who saw, as the former drew nigh,
That his hands were clenched, his jaw
stuck out—
There was murder in his eye.

Black thoughts flew through the credit
man's heart—
No longer his feelings he'd hold,
His teeth were bared in an angry snarl
And his wrath was fierce to behold.

The air was charged with a spirit of war—
The force stood frozen—aghast!
To witness the bloody struggle at hand
O'er the order that was not passed!

"Whaddaya mean," the salesmanager
screamed,
"By turning this order down?
What chance've we got for dividends
With a bozo like you around?

"Here's a guy who buys from Murphy
and Zilch,
When he ought to sell our soap.
We sell him a bill by working like hell
But you turn him down, you dope.

"Migawd, what'sa use of men like us
Working to build up a trade
When a guy like you, behind a desk,
Cancels half of the sales we've made?"

The credit man screamed in a horrible key,
As his pent-up emotions broke loose—
Wild-eyed, he roared, "Why you and
your men
Are cooking the company's goose.

"This outfit, you swear, is good as gold—
Well, Murphy ships them for cash,
Zilch ships C. O. D. and Whoosis tells me
They're just about ready to smash.

Service School Graduates: standing, *l. to r.*, Broad, *Atlanta;* Viberg, *New Orleans;* Grayce, *Los Angeles;* Popillo, *Hartford;* Miller, *Seattle;* DeWitt, *Cleveland;* Bender, *New York. Sitting, l. to r.*, Bauersfeld, Instructor, *New York;* Werking, Instructor, *New York;* Harrison, *Baltimore;* Johnson, *Boston;* Singiser, School Supervisor, *New York.*

"But you take an order for three hundred bucks,
You know the guy well, you say—
Well, stick your initials on the line,
We'll ship it on your Okay."

Now the Knight of Sales, in his turn, quails,
As he thinks of the possible loss—
His face would be red—his "rep" would be dead
Just what would he say to the boss?

So he fumbles for words, and he scratches his chin,
The credit man scratches his head—
And both of the fatheads look up and grin,
Not a drop of their blood had they shed.

Oh, East is East and West is West,
And never the twain agree,
But what if they did—and blew off the lid,
What a hell of a charge-off there'd be.

—*The Solicitor*

# Seattle Signals

## From F. G. Fink, Branch Manager

M. M. "Cap" Merrill, one of Seattle's All Star guests at the 1935 Sales Camp, certainly has a way with him. Not long ago he received an animated cartoon of an Underwood typewriter, weeping its eyes out and crying: "Boo hoo! Halp!" The cartoon was the work of Mrs. Patterson of the City Park Department who sent it to Mr. Merrill with the following verse:

Dear "Captain" (God's Gift to the Widows) Merrill:
I'm losing my "grip," and tho' that's nothing much,
There seems to be something wrong with my "clutch."
I don't know just "Y," but I can't seem to space,
And the way I skip margins is just a disgrace!
I can't rest at night while I'm not in use,
Because I've been cussed and receive much abuse!
Now YOU know it's not MY fault that I fail to serve,
But I tell you right now that I'm losing my nerve,
So "Captain" or "Doctor," please send me help QUICK!!!
For I really believe I'm most terribly sick.

*Yours for better service,*
One of the Elite.

## NEW OFFICES

THE extension of UEF Sales and Service continues into new fields. At Ponca City, Okla., under the Oklahoma City Branch, is a new sub at 213 E. Cleveland Ave. R. G. Starling is in charge. At 110 North Fifth Street, Muskogee, is another new sub under the same branch with J. L. Hall in charge.

And at 34 N. Central Street, Medford, Ore., you will find still another new subbranch, in charge of D. L. Short.

## VAGABONDIA

By Bruno Lessing

LONDON.—A lazy day. Don't feel like working or thinking. No pep. Spent a pleasant half hour watching a young man from the Underwood office clean my typewriter. He took the works apart and I was hoping he couldn't put them together again. That would have been a grand excuse for not writing today and I could have saddled all the blame on him. But he rebuilt the machine perfectly. My skill with machinery is confined to a safety razor, although I can also take a pair of scissors apart and put them together again.

When the lad had finished he inserted a piece of paper and wrote, "The quick brown fox jumps over the lazy dog, 123456789 "$%—&'()?:;/" That showed that all the keys were hitting properly. Then he departed, leaving me to ponder over that fox. I don't believe it's true. I can't imagine a dog letting a fox jump over him without making a grab for his leg. Unless, of course, the dog was as lazy as I feel today.

Presently I dozed off and dreamed about Petey. He and I were on a desert. He was chasing a fox. Then the fox turned and gave chase to Petey. A lot of other foxes turned up, followed by giraffes and they all kept running in a circle. Suddenly a lion appeared and I woke up.

*Copyright: New York American*

# Hartford Happenings

## By A. A. Seymour, Associate Editor

AS part of Connecticut's Tercentenary celebration, a very interesting Industrial Exhibit was held at the State Armory. It included an attractive display of UEF equipment and resulted in one unusually interesting sale by Miss Ethel Noble of this branch who was demonstrating the Universal Portable at the Exhibit.

The sale was made to a blind gentleman who, with his family, was on his way back to Los Angeles. The purchase price, $49.50, was paid in nickels, dimes and pennies!

•

On the occasion of the parade winding up Connecticut's Tercentenary celebration, we kept open house at the branch office for the families of the office employees. Our windows afforded an excellent view of the three-hour parade in which we were represented by Clint Waters, leading the Governor's Foot Guard Band; Jim MacGregor, our Sundstrand representative with the Knights Templar and your humble scribe with the Shrine Band. Luncheon was served at the Branch office and a pleasant "family gathering" was enjoyed by all.

Clint Waters

# Passes from El Paso

## By E. W. La Tourette, Associate Editor

THE big news from this corner of Texas is that our girls' basketball team for this season will be captained by Miss Anna Dwyer and coached by Andy Cohen, formerly second baseman with the New York Giants and now second baseman for the Minneapolis Millers. He was voted the most valuable player on the Minneapolis team last season. Miss Dwyer is considered to be one of the best girl basketball players in El Paso.

Would you be interested in a picture of the team?

***(We certainly would! Let us know, too, how the UEF girls stand in the league. —Editor)***

# COLUMBUS DISCOVERS Speed

## J. M. Jackson Stages Underwood Sundstrand Speed and Accuracy Contest

J. M. Jackson
*He made Columbus discover speed*

THE Deshler-Wallick Hotel in Columbus, Ohio, was the scene of an interesting contest on the night of November 26, when 250 interested spectators gathered to watch sixty-three contestants demonstrate their speed and accuracy on the Underwood Sundstrand.

The contest was the wind-up of a series of elimination contests which had been staged in the offices of representative business organizations of Columbus and vicinity.

The contest was won by Miss Eloise Wells of the disbursing office of the WPA of the United States Treasury Department. Second place was taken by Miss Delores Theado of Moores & Ross, Inc. Miss Wells, listing from unfamiliar copy for twenty minutes, listed 1189 gross items and made nine errors for which she was penalized eighteen items, leaving a net score of 1171 items in twenty minutes which is at the rate of 3513 items per hour. Miss Theado's net score was 1155 net items in twenty minutes.

Other contestants whose net listings were at the rate of 3,000 or more per hour, were as follows:

| CONTESTANT | NET ITEMS LISTED |
|---|---|
| R. A. Wangrin | 1131 |
| Ruth Kaiser | 1107 |
| Ruby Gallatin | 1101 |
| Irene SeCaur | 1097 |
| Gladys M. Schumacher | 1087 |
| Margie Dillon | 1065 |
| Harriet McIntyre | 1047 |
| Ann Barr | 1037 |
| William Papier | 1035 |
| Janice Harper | 1033 |
| Hedway E. Buckholz | 1027 |
| Caroline Stellhorn | 1021 |
| Kathryn Rowland | 1020 |
| Betty Hedges | 1019 |
| Dorothy Kleffman | 1015 |
| Mary Leslie | 1014 |

Into the success of this city-wide contest went a great deal of planning and work by Mr. Jackson and his staff.

Early in the month a letter was sent to more than 2,000 business houses and schools, advising them of the contest and asking them to inform their employees that entry blanks were obtainable at the Underwood Elliott Fisher branch office.

Additional interest in the contest was aroused through the newspaper announcment that men prominent in business and civic affairs would act as officials and judges. The gentlemen who consented to act were Mayor-elect Myron B. Gessaman of Columbus; Carleton S. Dargusch, Sales Tax Division, State Tax Commission; W. H. Patton, Chief Statistician, Sales Tax Division, State Tax Commission, who acted as Recorder of Contest Results; and E. R. Brown, Cashier, Huntington National Bank, who served as Official Timekeeper.

**Actual "Copy" Used**

From fifteen business sources, Mr. Jackson secured actual adding machine tapes, from which a list of 1500 items was prepared for the contest.

The list contained 4,633 whole numbers and 983 ciphers, a total of 5,616 figures to be printed, of which *17.5% were ciphers.*

The rules of the contest were as follows: "1. The contestants will list figures from unfamiliar copy. 2. The time of the contest will be exactly twenty minutes. 3. For each item that is incorrect due to transposition of figures, omissions or any other cause, the item will not be counted, and one additional item will be deducted for each incorrect item from the net total of items listed. There will be no fee for registration on the part of the contestant, and the contest will be open to Underwood-Sundstrand or Sundstrand operators only."

Officials and winners: E. R. Brown, judge; W. H. Patton, judge; Eloise Wells, winner; M. B. Gessaman, judge, C. S. Dargusch, judge; Delores C. Theado, second place.

The Hall of Mirrors in the Deshler-Wallick Hotel, Columbus, on the night of the city-wide Sundstrand speed and accuracy contest staged under the direction of Branch Manager Jackson.

## BOWLING NEWS

MAYBE it was Thanksgiving. Or, it may be that everyone is so busy running up points in the Reward of Merit Check Contest that they haven't time to bowl. Or, again, having bowled they don't have time to mail in the results. At any rate news about the outcome of bowling matches in various sectors is as scarce as hen's teeth.

This we do know: that in New York, J. H. Gilmore's team rolled up a new high of 810 pins in three games. This team consists of Campbell, Powell, Becker and Gilmore. And that Nordbruch broke the New York record by rolling a high three-game score of 643; and that Glinsman set a new high for one game of 246. Tom Hughes, with 179 continues to hold the highest individual average.

We know, too, that Leonard Barnes, Atlanta serviceman, rolled 356 to help his team to victory in the Gate City Duck Pin League.

From Chicago we learn that Mr. Harper holds a high score record of 268 pins for a single game and that the Chicago team is in second place in its local league, having won ten games and lost five.

Because of the press of other duties, W. H. Hargreaves has resigned as manager of the Bowling League. Hereafter, please address all communications to Walter Lippert at 342 Madison Avenue who, aided by Tom Hughes, will continue Mr. Hargreaves' good work.

Here's the standing as we know it:

| *Team* | *Played* | *Won* | *Lost* |
|---|---|---|---|
| Allentown | 3 | 0 | 3 |
| Bridgeport | 3 | 1 | 2 |
| Buffalo | 2 | 2 | 0 |
| Chicago | 4 | 3 | 1 |
| Columbus | 4 | 2 | 2 |
| Denver | 4 | 2 | 2 |
| Grand Rapids | 4 | 1 | 3 |
| Green Bay | 4 | 1 | 3 |
| Los Angeles | 5 | 3 | 2 |
| Madison Avenue | 5 | 5 | 0 |
| Pittsburgh | 1 | 0 | 1 |
| Youngstown | 3 | 1 | 2 |
| Vesey Street No. 1 | 4 | 4 | 0 |
| Vesey Street No. 2 | 5 | 3 | 2 |

*Results are complete only for teams listed as having played five matches.*

←

**H. C. Hitt, Louisville, who posed this camera study, made the mistake of showing it to a near-sighted lady, who said:**

**"That's just too cute for words, Mr. Hitt. Is that your little girl?"**

**Our correspondent doesn't say what Mr. Hitt replied, truthfully or otherwise!**

## Cops and Robbers

(*Continued from page* 5)

When Mr. Gregory returned at noon, he was promptly arrested and sent back to Spokane. Of course, the recovery of a stolen typewriter is not particularly exciting but read this excerpt from the Idaho *Daily Statesman:*

James Brandon, captain of Boise detectives, has gone to Spokane where he will be a witness in the trial of Tom Eskridge, charged with slaying a druggist during a robbery there last summer. Eskridge was arrested in Boise, under the name of Gregory, for investigation in connection with the theft of a typewriter. Subsequent investigations resulted in the filing of the murder charge against him.

So, to T. M. Fisher, Jr., goes the credit for the capture of an arch criminal and murderer. Who says nothing exciting ever happens in our business?

In case the court did not convict Eskridge, alias Gregory, Fisher was prepared to leave town! But Fisher is safe to continue his UEF selling, for Eskridge was convicted and sentenced to life imprisonment.

—*Associate Editor Salisbury.*

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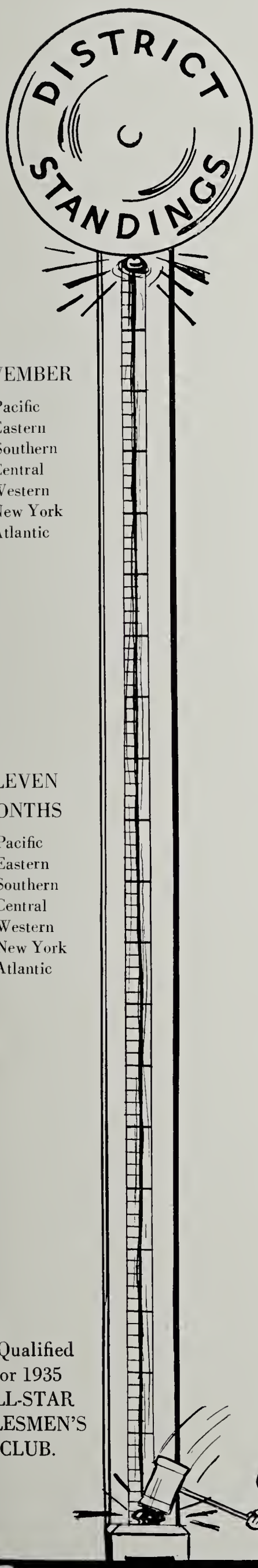


NOVEMBER

1. Pacific
2. Eastern
3. Southern
4. Central
5. Western
6. New York
7. Atlantic

ELEVEN MONTHS

1. Pacific
2. Eastern
3. Southern
4. Central
5. Western
6. New York
7. Atlantic

★Qualified for 1935 ALL-STAR SALESMEN'S CLUB.

# Branch Standings

| NOVEMBER | | ELEVEN MONTHS | |
|---|---|---|---|
| 1. Washington | 35. Peoria | 1. Washington | 35. South Bend |
| 2. Salt Lake City | 36. Harrisburg | 2. Salt Lake City | 36. Indianapolis |
| 3. Spokane | 37. Kansas City | 3. Butte | 37. Des Moines |
| 4. El Paso | 38. Dallas | 4. San Diego | 38. Milwaukee |
| 5. San Diego | 39. Philadelphia | 5. El Paso | 39. Omaha |
| 6. Phoenix | 40. New York (T) | 6. Oklahoma City | 40. Pittsburgh |
| 7. Jacksonville | 41. Birmingham | 7. Spokane | 41. Davenport |
| 8. Butte | 42. Boston (T) | 8. Houston | 42. Kansas City |
| 9. Oklahoma City | 43. New York (AA) | 9. Atlanta | 43. Baltimore |
| 10. Boise | 44. Richmond | 10. Boise | 44. Harrisburg |
| 11. Seattle | 45. Davenport | 11. Phoenix | 45. Youngstown |
| 12. Los Angeles | 46. Springfield | 12. Sacramento | 46. Rockford |
| 13. Atlanta | 47. Providence | 13. Denver | 47. Akron |
| 14. Louisville | 48. Indianapolis | 14. Seattle | 48. Louisville |
| 15. Houston | 49. Hartford | 15. New Orleans | 49. Philadelphia |
| 16. Denver | 50. Omaha | 16. Dallas | 50. Providence |
| 17. San Francisco | 51. New Haven | 17. Portland, Ore. | 51. Boston (T) |
| 18. New Orleans | 52. Albany | 18. San Francisco | 52. New Haven |
| 19. Detroit | 53. Minneapolis | 19. Green Bay | 53. Cleveland |
| 20. Cincinnati | 54. Sacramento | 20. Los Angeles | 54. Albany |
| 21. Youngstown | 55. Allentown | 21. Hartford | 55. Rochester |
| 22. Green Bay | 56. Boston (AA) | 22. Jacksonville | 56. Toledo |
| 23. Portland, Ore. | 57. St. Louis | 23. Cincinnati | 57. Springfield |
| 24. Charlotte | 58. Akron | 24. Memphis | 58. Minneapolis |
| 25. Pittsburgh | 59. Syracuse | 25. Birmingham | 59. St. Louis |
| 26. Fresno | 60. Grand Rapids | 26. Nashville | 60. Syracuse |
| 27. Memphis | 61. Columbus | 27. Charlotte | 61. Allentown |
| 28. Milwaukee | 62. Rochester | 28. Detroit | 62. New York (AA) |
| 29. Rockford | 63. Cleveland | 29. Richmond | 63. Grand Rapids |
| 30. Chicago | 64. Portland, Me. | 30. Fresno | 64. Portland, Me. |
| 31. Baltimore | 65. Toledo | 31. New York (T) | 65. Boston (AA) |
| 32. Des Moines | 66. Buffalo | 32. Peoria | 66. Scranton |
| 33. South Bend | 67. Newark (AA) | 33. Chicago | 67. Newark (AA) |
| 34. Nashville | 68. Scranton | 34. Columbus | 68. Buffalo |

# Salesmen's Standings

| NOVEMBER | | ELEVEN MONTHS | |
|---|---|---|---|
| 1. L. T. Turner | Detroit | 1.★A. G. Landrus | Washington |
| 2. F. S. Roberts | Louisville | 2.★W. W. Francis | Washington |
| 3. A. W. Tice | Atlanta | 3.★L. T. Turner | Detroit |
| 4. W. W. Francis | Washington | 4.★J. Burton | Chicago |
| 5. E. H. Widmayer | New York (AA) | 5.★F. C. Diedrich | Washington |
| 6. E. L. Peach | Pittsburgh | 6.★R. G. Youngren | Chicago |
| 7. H. H. R. Helwig | Washington | 7.★H. H. R. Helwig | Washington |
| 8. R. M. Stamps | Washington | 8.★W. J. Modrack | Detroit |
| 9. W. F. Arndt | Chicago | 9.★C. J. Rogers | Washington |
| 10. C. J. Rogers | Washington | 10.★L. P. Bahan | New Orleans |
| 11. L. P. Bahan | New Orleans | 11.★R. M. Stamps | Washington |
| 12. A. G. Landrus | Washington | 12.★F. M. Clothier | Harrisburg |
| 13. J. R. Middaugh | Harrisburg | 13.★J. S. Larson | Albany |
| 14. A. W. Johnson | New York (AA) | 14.★J. T. Lafferty | New York (T) |
| 15. L. F. Messenger | Los Angeles | 15.★J. B. Paltz | Syracuse |
| 16. G. H. Werner | New York (AA) | 16.★W. C. Berg | Pittsburgh |
| 17. R. L. Dunn | Minneapolis | 17.★H. B. Hillis | Los Angeles |
| 18. T. H. Spencer | San Francisco | 18.★J. C. Eckstrom | Sacramento |
| 19. E. Furfey | Philadelphia | 19.★A. T. Wakelyn | Jacksonville |
| 20. J. F. Ferry | Philadelphia | 20.★J. A. Fallon | New York (T) |
| 21. H. C. Benner, Jr. | Baltimore | 21.★W. F. Arndt | Chicago |
| 22. W. H. Sutton | New York (AA) | 22.★O. M. McCracken | Indianapolis |
| 23. W. C. Eveland | Spokane | 23.★J. M. Glasby | Chicago |
| 24. M. H. G. Ockers | Boston (T) | 24.★R. M. McCleary | New York (AA) |
| 25. P. D. Starr | Washington | 25.★H. Tennyson | Kansas City |
| 26. J. P. Paltz | Syracuse | 26.★P. N. Sea | Chicago |
| 27. F. C. Diedrich | Washington | 27.★H. K. Holmes | Charlotte |
| 28. M. V. Pierce | Louisville | 28.★F. H. Barger | Des Moines |
| 29. L. E. Barton | Seattle | 29.★R. R. Franks | Seattle |
| 30. F. W. Otto | San Francisco | 30.★N. P. Coleman | Butte |
| | | 31.★T. A. Bowdoin | Charlotte |

*". . . but every man among them hummed a Christmas tune, or had a Christmas thought, or spoke below his breath to his companion of some bygone Christmas Day, with homeward hopes belonging to it. And every man on board, waking or sleeping, good or bad, had had a kinder word for another on that day than on any day in the year; and had shared to some extent in its festivities, and remembered those he cared for at a distance and had known that they delighted to remember him."*

—A Christmas Carol
BY CHARLES DICKENS

The editor delights, at this happy season, to remember kindly all those who, by their reading and writing, have helped to make his editorship a joyous task.

PRINTED IN U.S.A.